

ABSTRACT

The growing focus on environmental sustainability is pushing Small and Medium Enterprises (SMEs) in the tourism sector, especially in emerging economies like Indonesia, to adopt sustainable practices. Although sustainability has received significant attention, research on its application within tourism SMEs is limited. This study explores how enviropreneurship, which integrates environmental priorities with entrepreneurship, can enhance green innovation and Green Supply Chain Management (GSCM). It highlights that adopting enviropreneurship improves performance, operational efficiency, cost reduction, and competitiveness. However, challenges like limited access to technology and resources remain, suggesting the need for government support to strengthen sustainability efforts in tourism SMEs.

Keywords: Enviropreneurship, Green Supply Chain Management (GSCM), Small and medium enterprises (SMEs), Green innovation, Tourism, Entrepreneurship